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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Gian Fulgoni et al.

Art Unit : 3621

Serial No. : 09/532,890

Examiner : James A. Reagan

Filed : March 22, 2000

Title : SYSTEMS AND METHODS FOR COLLECTING CONSUMER DATA

**MAIL STOP AF**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JULY 1, 2004

Please amend the above-identified application as follows:

Amendments to the claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 8 of this paper.